



DELEGATED APPLICATIONS - ASSESSMENT SHEET

APPLICATION NO./ADDRESS:

DC/26/0746
Kings Head, 40 High Street, Billingshurst, West Sussex, RH14 9NY

DESCRIPTION:

Installation of 1x internally illuminated sign to the front elevation. (Retrospective). (Listed Building Consent).

RELEVANT PLANNING HISTORY:

DC/26/0579	Installation of 1x illuminated sign to the front elevation. (Retrospective). (Advertisement Consent).	Pending Consideration
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RELEVANT PLANNING POLICIES

The National Planning Policy Framework (NPPF):

Horsham District Planning Framework (2015):
Policy 34- Cultural and Heritage Assets

The Billingshurst Parish Neighbourhood 2019-2031

Billingshurst Parish Design Statement

REPRESENTATIONS AND CONSULTATIONS RESPONSES

Where consultation responses have been summarised, it should be noted that Officers have had consideration of the full comments received, which are available to view on the public file at www.horsham.gov.uk

Consultations:

HDC Conservation: Objection

The sign does not directly advertise the business and is smaller than the principal signs that do and therefore is considered superfluous to the success of the business. The led screen and lighting method does not reflect traditional signage and will draw attention away from the architectural features of the building. As such, the team are satisfied less than substantial harm, at the low end of the scale, has resulted following the sign's fitment to the principal elevation. There are no public benefits arising as a result of this fitment and therefore the application should be refused.

Parish Comments: Neutral Response

Saw no cause for objection to the plans as submitted. The committee stated that this stance should not be taken as a precedent for other applications within the conservation area and found it regrettable that the application was not done in advance of the work.

Representations:

None received

HUMAN RIGHTS AND EQUALITY:

The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the same Act, which sets out their rights in respect to private and family life and for the home. Officers consider that the proposal would not be contrary to the provisions of the above Articles.

The application has also been considered in accordance with Horsham District Council's public sector equality duty, which seeks to prevent unlawful discrimination, to promote equality of opportunity and to foster good relations between people in a diverse community, in accordance with Section 149 of the Equality Act 2010. In this case, the proposal is not anticipated to have any potential impact from an equality perspective.

PLANNING ASSESSMENT

Paragraph 212 of the NPPF (2024) states that "when considering the impact of proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be)." Paragraph 194 continues to state that "any harm to, or loss of, the significance of a designated heritage asset (from its alterations or destruction, or for of development within its setting), should require clear and convincing justification."

Policy 34 of the HDPF recognises heritage assets as an irreplaceable resource and seeks to sustain and enhance the historic environment through the positive management of development affecting them. Amongst other matters, proposals should reinforce the district's historic character through appropriate siting, scale, form and design, including the use of traditional materials and techniques; make a positive contribution to local character and distinctiveness, including within conservation areas; preserve locally distinctive vernacular buildings, their settings, features, fabric and materials; and retain and enhance the setting of heritage assets, including important views and historic public realm features.

The Kings Head is a Grade II Listed building located within the Billingshurst Conservation Area and the Built-Up Area of Billingshurst. Historic England's Official Register for the property, details that the building is an early 19th Century Public House, of three storeys, faced with rough plaster and a wide eaves modillion cornice. The building has two doorways with joint flat hood on brackets, and a round-headed carriage archway provides access to the rear yard on the south elevation.

The application seeks retrospective consent to retain an illuminated sign on the eastern (front) elevation of the building. The projecting sign measures approximately 0.84m in height, projects 0.67m from the wall and has a depth of 0.16m. It comprises a rectangular LED display measuring approximately 0.60m high by 0.40m wide, with an illuminated panel beneath displaying the word 'Guinness'. The display and panel are enclosed within a black casing and supported by a black metal bracket fixed to the building. No details relating to the levels of illumination have been provided, nor what the screen displays.

The Council's Conservation Team have been consulted as part of the application process, who have raised an objection on the grounds that the sign harms the special interests of the listed building. The sign does not directly advertise the business and is smaller than the principal signs that do and as such, it is considered that the sign is superfluous to the requirements of the business, particularly given the location of the site within the village centre and on the main thoroughfare. The internally illuminated LED screen and lighting method does not reflect the traditional signage on the building and will draw attention away from the architectural features of the building. As such, less than substantial harm, at the lower end of the scale, has resulted following the sign's fitment to the principal elevation. There are no public benefits arising from the installation of this sign.

For these reasons, the illuminated sign fails to respect the architectural style and character of the host building and results in adverse harm to the architectural interest of the designated heritage asset, contrary to Policy 34 of the Horsham District Planning Framework (2015).

Recommendation: Application Refused

Reason(s) for Refusal:

1. The internally illuminated sign, by reason of its illumination and siting, prevents an ability to appreciate the architectural features as intended, and results in harm to the special interest of the Grade II Listed Building. The illuminated sign fails to respect the architectural style and character of the host building, and results in adverse harm to the architectural interest of the designated heritage asset, contrary to Policy 34 of the Horsham District Planning Framework (2015).

POSITIVE AND PROACTIVE STATEMENT

Statement pursuant to Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015. The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received, in order to be able to, where possible, grant permission.

Plans list for: DC/26/0746

(The approved plans will form Condition 1 on the Decision Notice of all Permitted applications)

Schedule of plans/documents not approved:

Plan Type	Description	Drawing Number	Received Date
Location plan	Location Plan with Proposal Added	NONE	13.05.2026
Site plan	Block/Site Plan	NONE	13.05.2026
Supporting Statement	Heritage and Lighting Statement	NONE	13.05.2026
Plans	Guinness 2.5P LED Roundell (1 of 3)	NONE	04.06.2026
Plans	Guinness 2.5P LED Roundell (2 of 3)	NONE	13.05.2026
Plans	Guinness 2.5P LED Roundell (3 of 3)	NONE	13.05.2026
Elevation plan	Existing East Elevations (Front)	NONE	13.05.2026
Elevation plan	Existing North (Side)	NONE	20.05.2026

DELEGATED

Case Officer sign/initial Sam Nye Date: 22/07/2026

Authorising Officer sign/initial Tamara Dale Date: 29/07/2026

